

## Chang, Lisa

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**From:** Dietrich Schmitt <dschmitt@nwifc.org>  
**Sent:** Wednesday, March 23, 2016 4:49 PM  
**To:** Chang, Lisa; Murchie, Peter  
**Subject:** Swinomish add campaign

Lisa and Peter.

I had a conversation with Larry Wasserman today regarding Lisa's request for better understanding of the current geographical distribution and content of the billboards. He has indicated that the picture (see below) used in the current billboards is the same ones used on the Whatcom Co. Buses- which were pulled. The current schedule of the Billboard campaign is as follows:

- King County Billboard:  
Started week of 2/29, rotates to new locations 4/25 and 6/20
- Thurston County Billboard:  
Started week of 3/7, rotates 4/4, 5/2, 6/27  
new locations will be determined 3-4 weeks before each rotation.
- Also our smaller billboards post as follows:  
#983 Guide Meridian/Horton (Bellingham) - posted week of 3/7  
#1621 State Highway 20/Christiansen Rd. - week of 5/2  
#1014 Guide Meridian/Stuart (Bellingham) - week of 6/27

(b) (4)



The What's Upstream website went active last year.

Regards,  
Dietrich